OIPE JG1530
JAN 18 2005
PATENT & TRADEMARK OFFICE

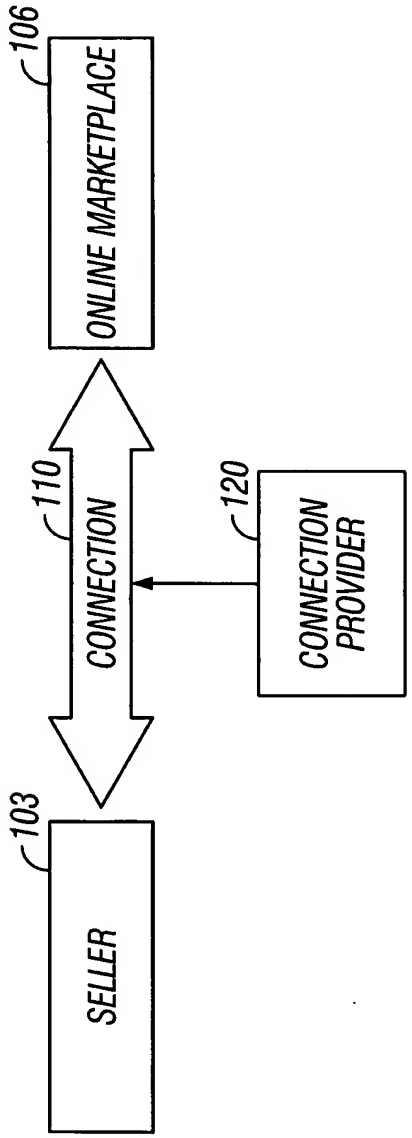


FIG. 1

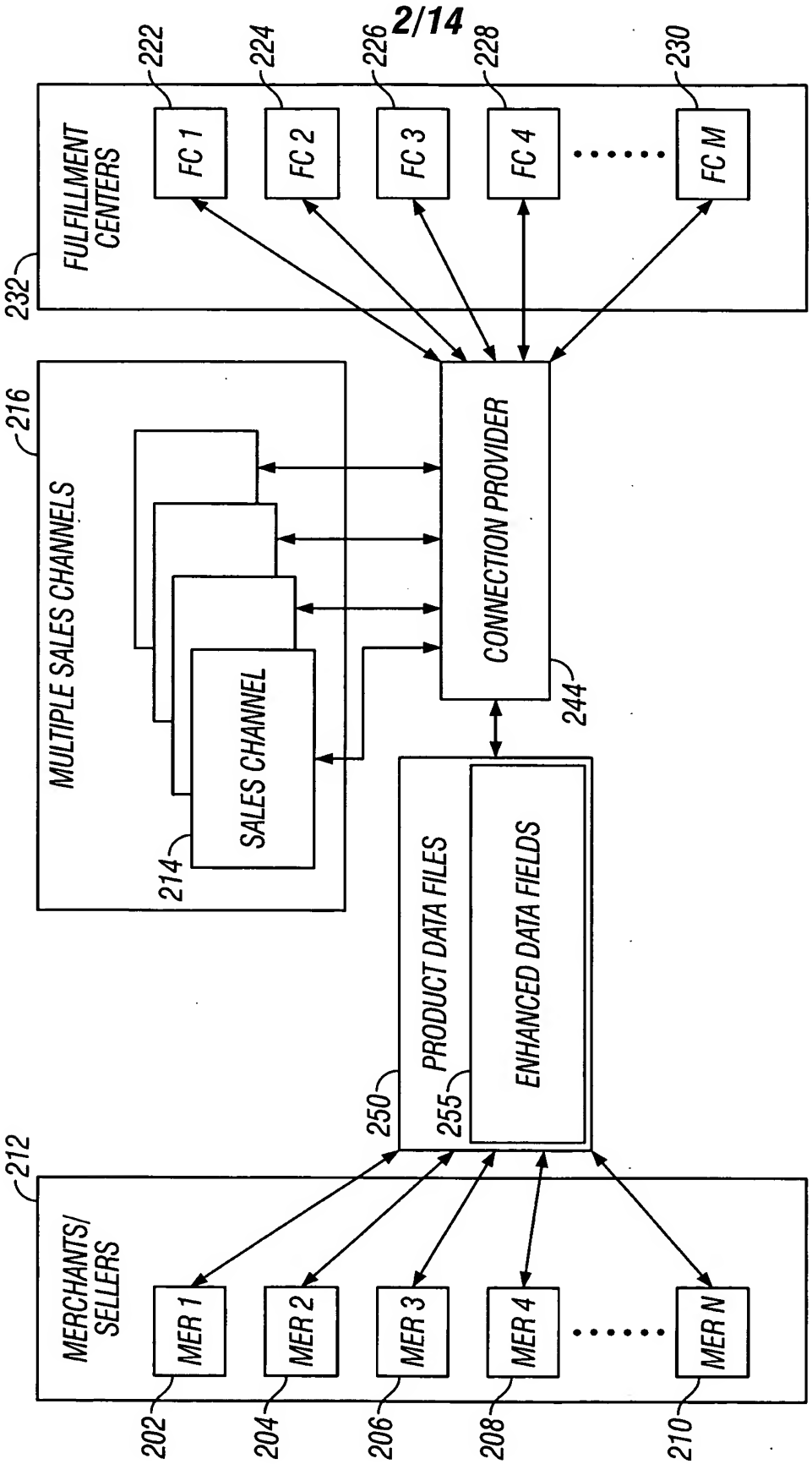

FULFILLMENT CENTERS
232
222
224
226
228
230
FC 1
FC 2
FC 3
FC 4
FC M
MULTIPLE SALES CHANNELS
216
SALES CHANNEL
214
CONNECTION PROVIDER
244
PRODUCT DATA FILES
250
ENHANCED DATA FIELDS
255
MERCHANTS/ SELLERS
212
MER 1
MER 2
MER 3
MER 4
MER N
202
204
206
208
210

FIG. 2

3/14

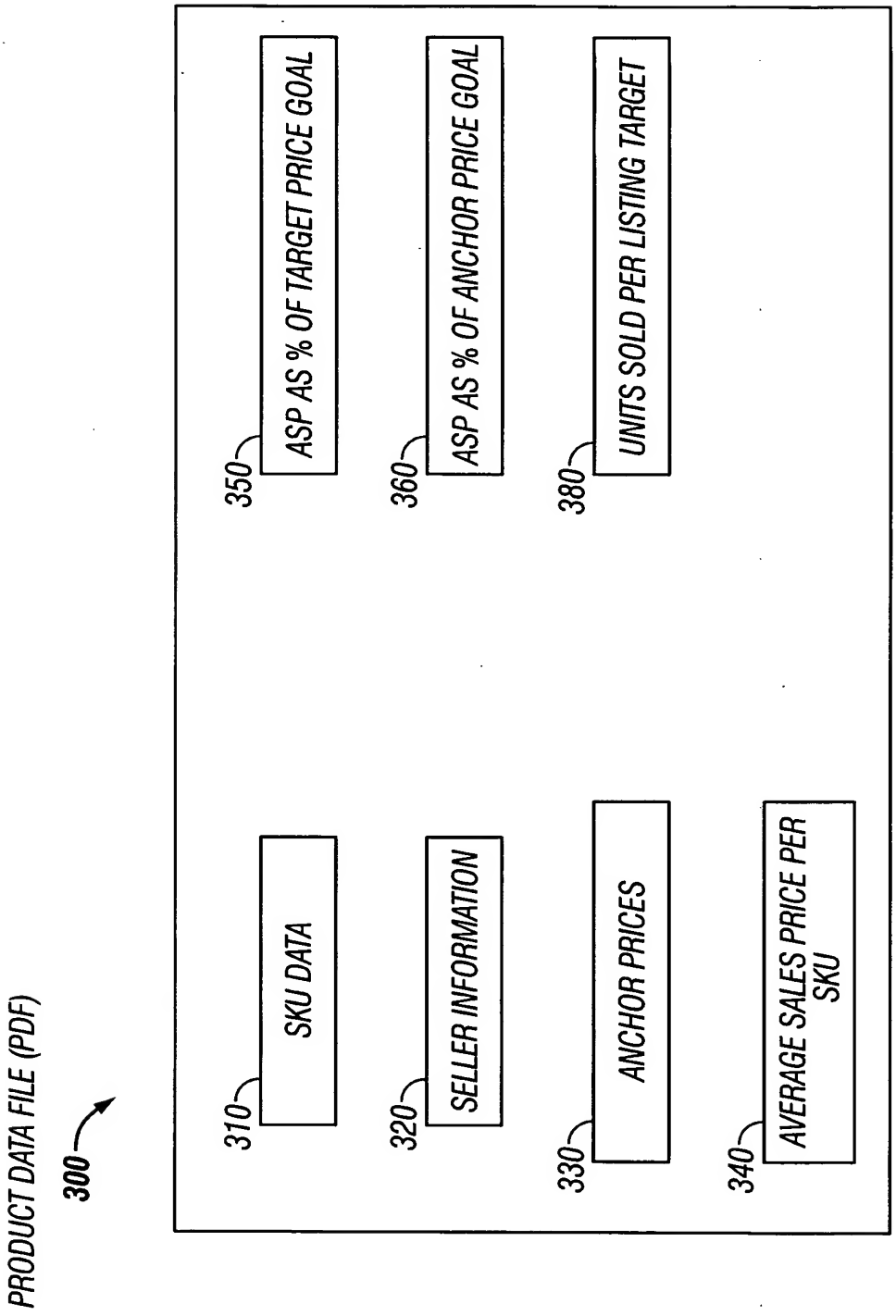

PRODUCT DATA FILE (PDF)
300
310
SKU DATA
320
SELLER INFORMATION
330
ANCHOR PRICES
340
AVERAGE SALES PRICE PER SKU
350
ASP AS % OF TARGET PRICE GOAL
360
ASP AS % OF ANCHOR PRICE GOAL
380
UNITS SOLD PER LISTING TARGET

FIG. 3

4/14

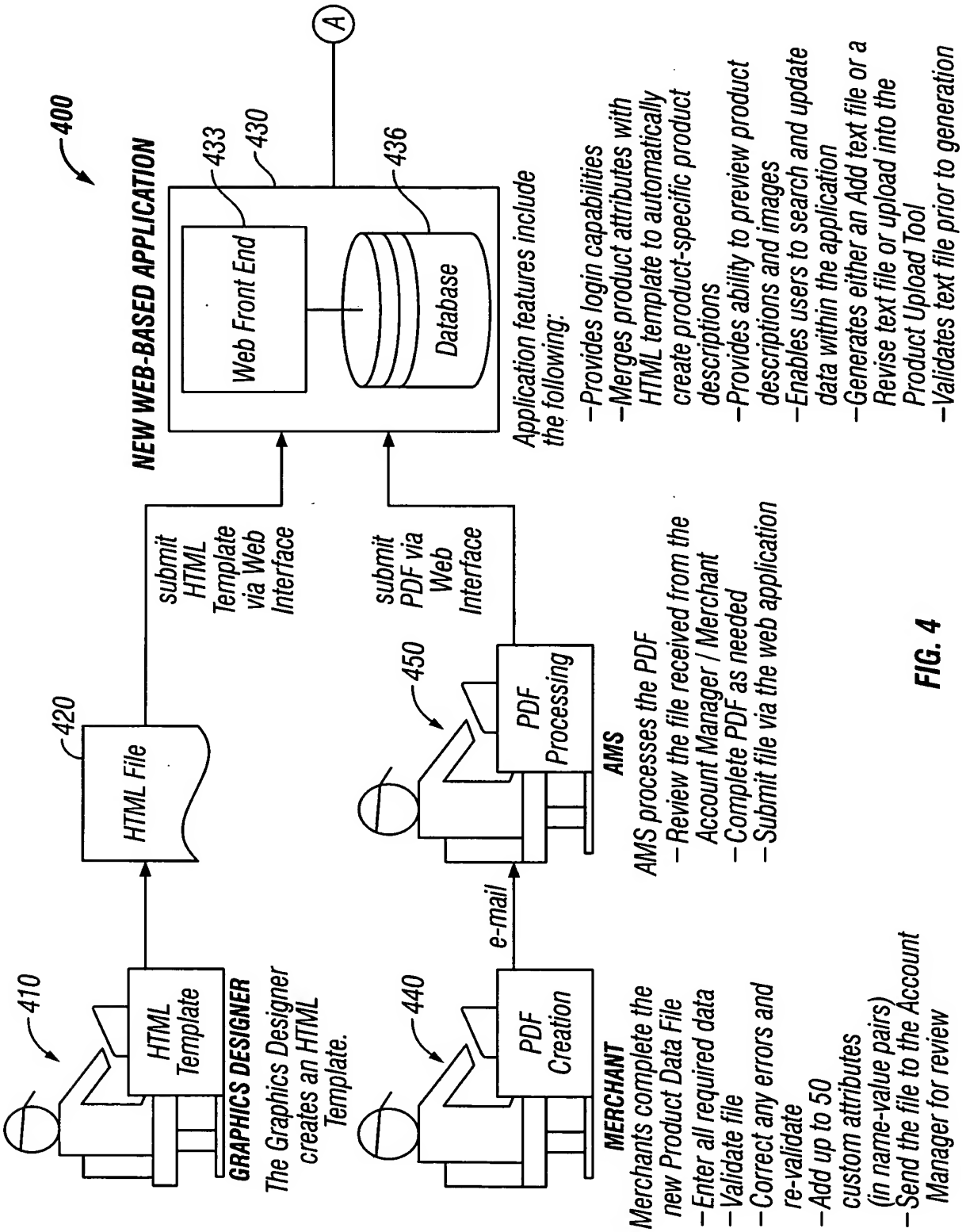

400
NEW WEB-BASED APPLICATION
433
430
436
Web Front End
Database
A
Application features include the following:
–Provides login capabilities
–Merges product attributes with HTML template to automatically create product-specific product descriptions
–Provides ability to preview product descriptions and images
–Enables users to search and update data within the application
–Generates either an Add text file or a Revise text file or upload into the Product Upload Tool
–Validates text file prior to generation
submit HTML Template via Web Interface
submit PDF via Web Interface
420
HTML File
450
PDF Processing
AMS
AMS processes the PDF
– Review the file received from the Account Manager / Merchant
– Complete PDF as needed
– Submit file via the web application
e-mail
410
HTML Template
GRAPHICS DESIGNER
The Graphics Designer creates an HTML Template.
440
PDF Creation
MERCHANT
Merchants complete the new Product Data File
–Enter all required data
–Validate file
–Correct any errors and re-validate
–Add up to 50 custom attributes (in name-value pairs)
–Send the file to the Account Manager for review

FIG. 4

5/14

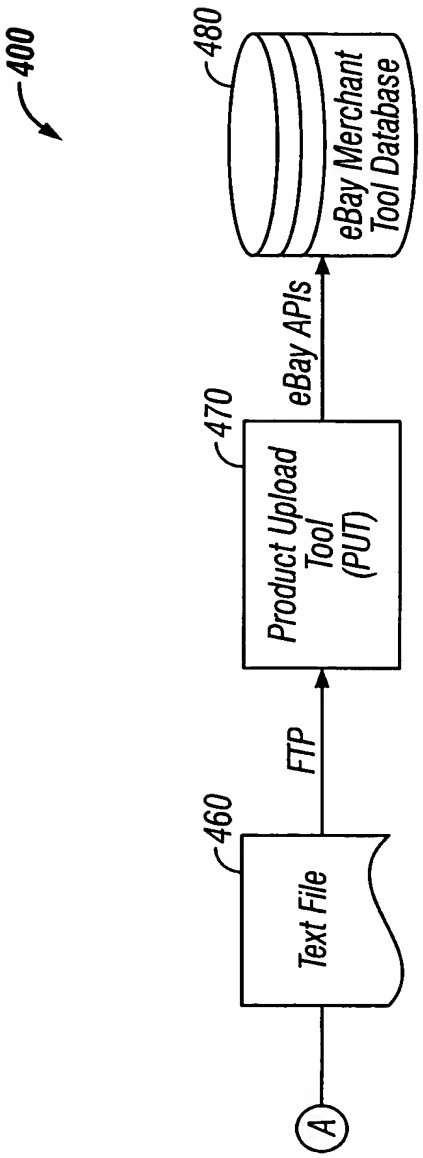


FIG. 4
(Continued)

528

Executive Summary

- Bullet point highlights from Account Manager
  - Key insights
  - Performance alerts (positive and negative)
  - Recommendations

513

Net Merchandise Sales

NMS	$XX,XXX	$XX,XXX	$XX,XXX	$XX,XXX	$XX,XXX	$XX,XXX
FORECAST	$XX,XXX	$XX,XXX	$XX,XXX	$XX,XXX	$XX,XXX	$XX,XXX
VARIANCE	$(X,XXX)	$X,XXX	$(X,XXX)	$X,XXX	$(X,XXX)	$X,XXX

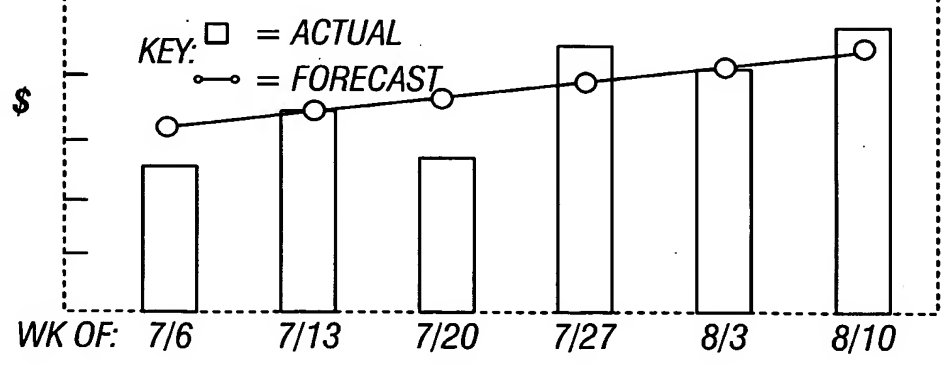


FIG. 5A

7/14

533

Top Line Highlights			
Metric	**Current Wk**	**Past Wk**	**Change**
NMS	$40,000	$39,000	$1,000
NMS TO DATE	$850,000	$810,000	$4,000
#LISTED SKUs	135	145	(10)
AUCTION			
NMS	$30,000	$30,000	0
#LISTINGS	275	275	0
#UNITS SOLD	300	225	75
CR%	80%	75%	5%
FIXED PRICE			
NMS	$9,000	$8,000	$1,000
#LISTINGS	100	120	5
#UNITS SOLD	175	200	(25)
UNITS SOLD/LISTING	1.8	1.7	0.1
STORE SALES			
NMS	$1000	$1000	0
#LISTINGS	25	25	0
#UNITS SOLD	25	30	(5)
UNITS SOLD/LISTING	1.0	1.2	(0.2)
ASP$	$80.00	$86.67	($6.67)
ASP% OF TARGET	95%	93%	2%
ASP % OF ANCHOR (XXX)	125%	120%	5%

FIG. 5A
(Continued)

8/14

543

Bottom Line Highlights

Metric	Current Wk		%NMS
GMS	$43,000		
NMS	$40,000		
EBAY FEES	$X,XXX	(est)	X.X%
PAYPAL FEES	$X,XXX		X.X%
C2E FEES	$X,XXX		X.X%
WAREHOUSE	$X,XXX		X.X%
TOTAL FEES	$X,XXX		XX.X%
NET PROCEEDS	$XX,XXX		XX.X%

Product Highlights: Slow Movers

SLOW MOVERS:	GMS $	UNITS SOLD	TIMES LISTED	UNITS IN STOCK	GMS POTENTIAL	START$/ TARGET$
1. PRODUCT TITLE SKU	—	—	—	—	—	—
2. PRODUCT TITLE SKU	—	—	—	—	—	—
3. PRODUCT TITLE SKU	—	—	—	—	—	—

546

FIG. 5A
(Continued)

9/14

548

Product Highlights: Best Sellers

TOP $ SELLERS:	GMS $	UNITS SOLD	UNITS IN STOCK	ASP $	GMS POTENTIAL	ASP$/ TARGET
1. PRODUCT TITLE SKU	—	—	—	—	—	—
2. PRODUCT TITLE SKU	—	—	—	—	—	—
3. PRODUCT TITLE SKU	—	—	—	—	—	—

TOP UNIT SELLERS:	GMS $	UNITS SOLD	UNITS IN STOCK	ASP $	GMS POTENTIAL	ASP$/ TARGET
1. PRODUCT TITLE SKU	—	—	—	—	—	—
2. PRODUCT TITLE SKU	—	—	—	—	—	—
3. PRODUCT TITLE SKU	—	—	—	—	—	—

TOP MARGIN PRODUCERS:	GMS $	UNITS SOLD	UNITS IN STOCK	ASP $	GMS POTENTIAL	ASP$/ TARGET
1. PRODUCT TITLE SKU	—	—	—	—	—	—
2. PRODUCT TITLE SKU	—	—	—	—	—	—
3. PRODUCT TITLE SKU	—	—	—	—	—	—

FIG. 5A
(Continued)

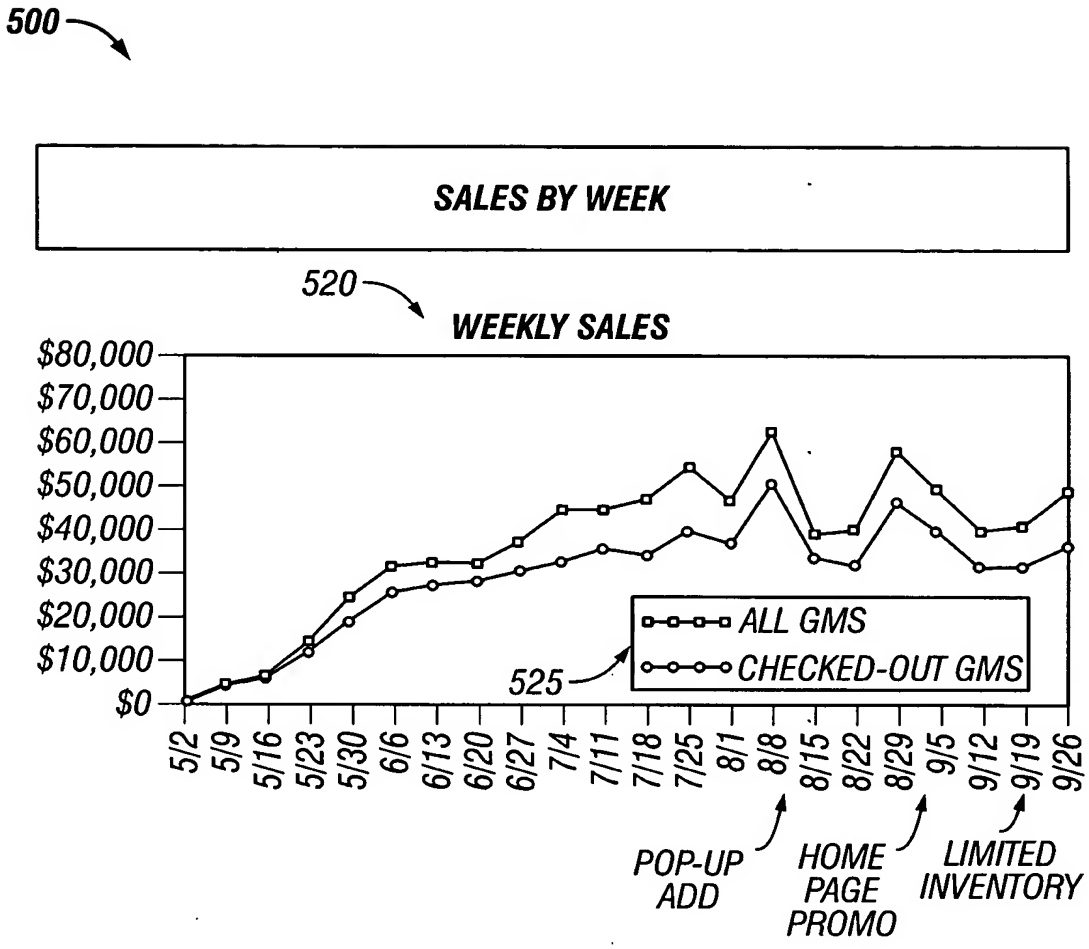
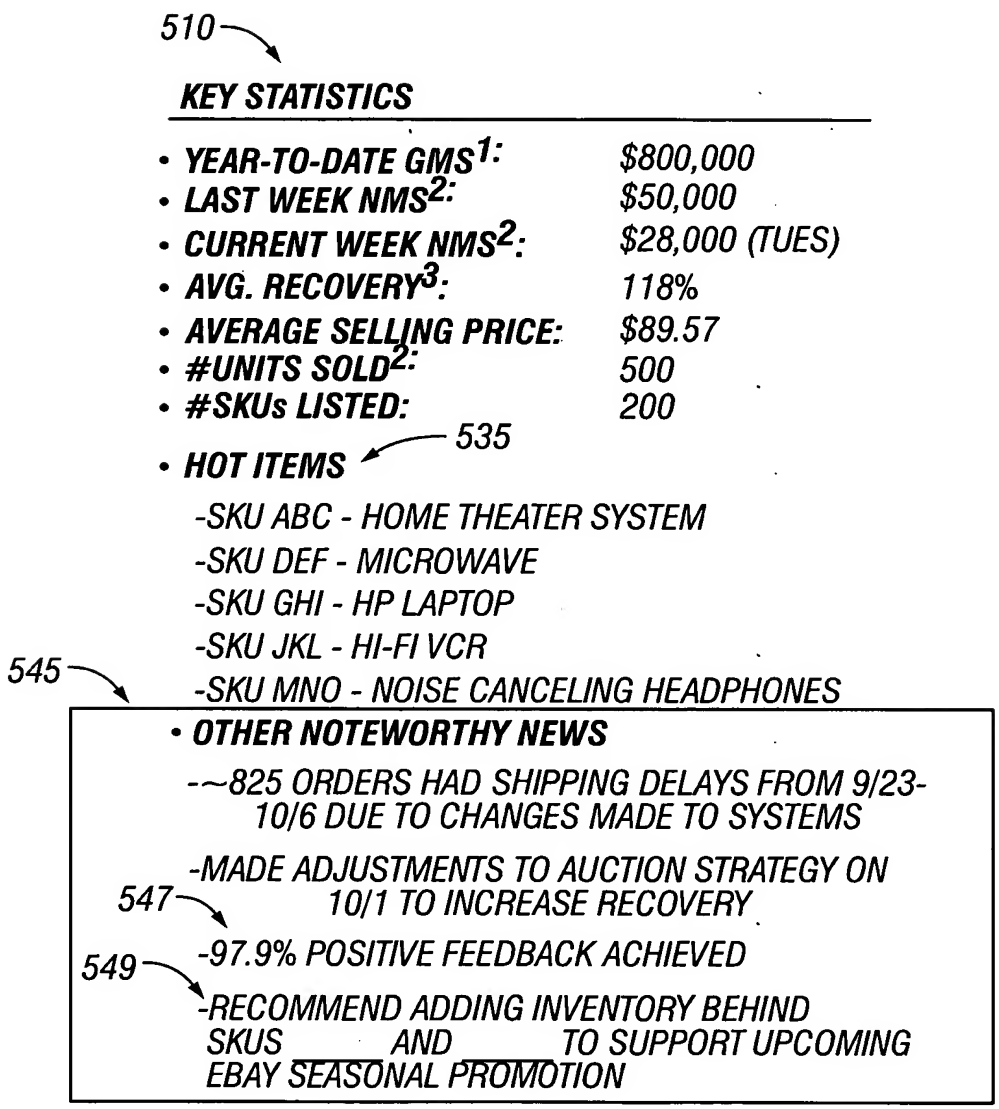

500
SALES BY WEEK
520
WEEKLY SALES
$80,000
$70,000
$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
$0
ALL GMS
CHECKED-OUT GMS
525
5/2
5/9
5/16
5/23
5/30
6/6
6/13
6/20
6/27
7/4
7/11
7/18
7/25
8/1
8/8
8/15
8/22
8/29
9/5
9/12
9/19
9/26
POP-UP ADD
HOME PAGE PROMO
LIMITED INVENTORY

FIG. 5B

11/14



[1] GROSS MERCHANDISE SALES (INCLUDES ALL CHECKED OUT SALES AND UNCHECKED OUT SALES FOR PAST 30 DAYS)

[2] NET MERCHANDISE SALES (CHECKED OUT GROSS MERCHANDISE SALES)

[3] AVERAGE RECOVERY AGAINST LOWEST CHANNEL

FIG. 5B
(Continued)

12/14

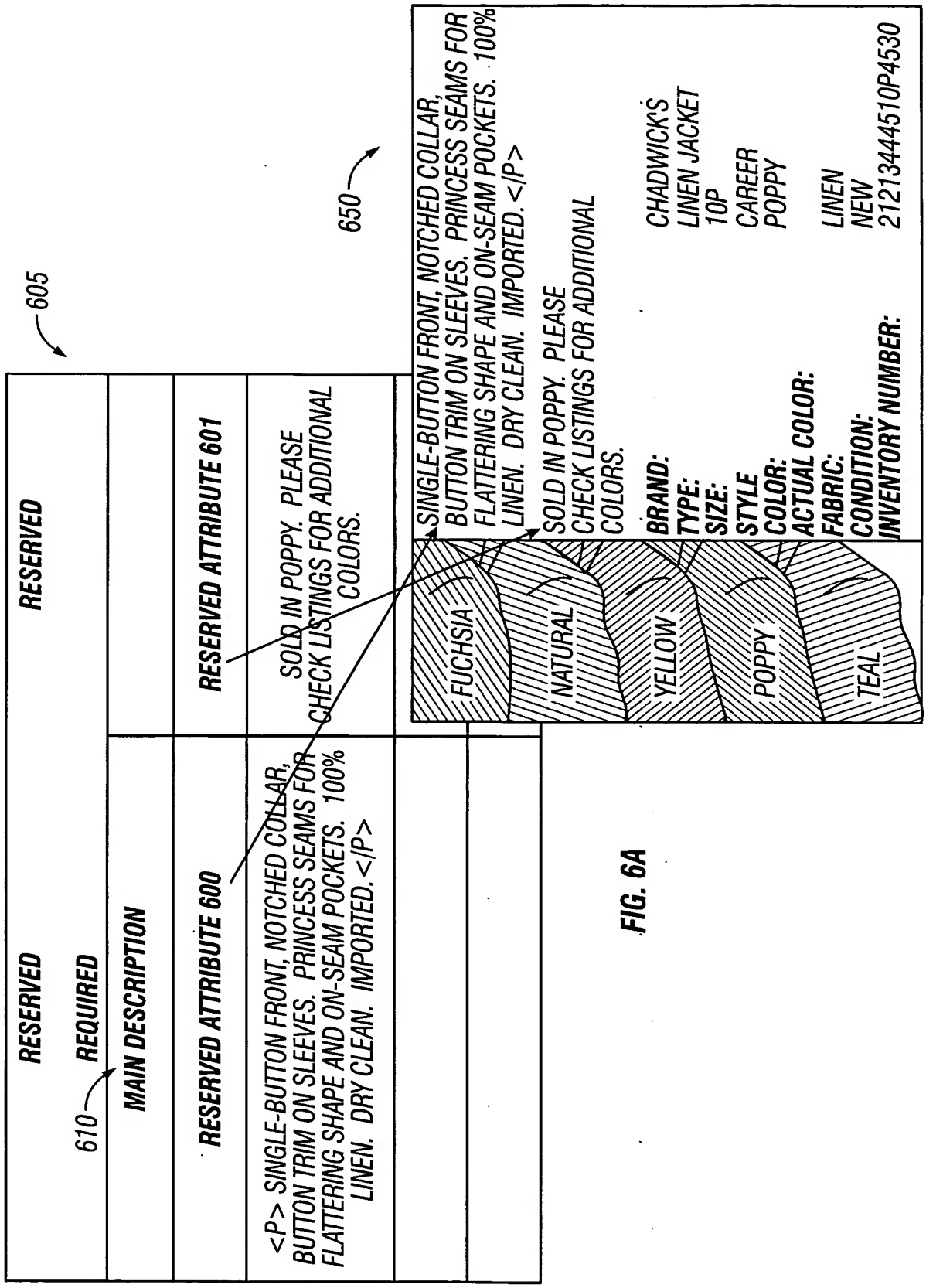
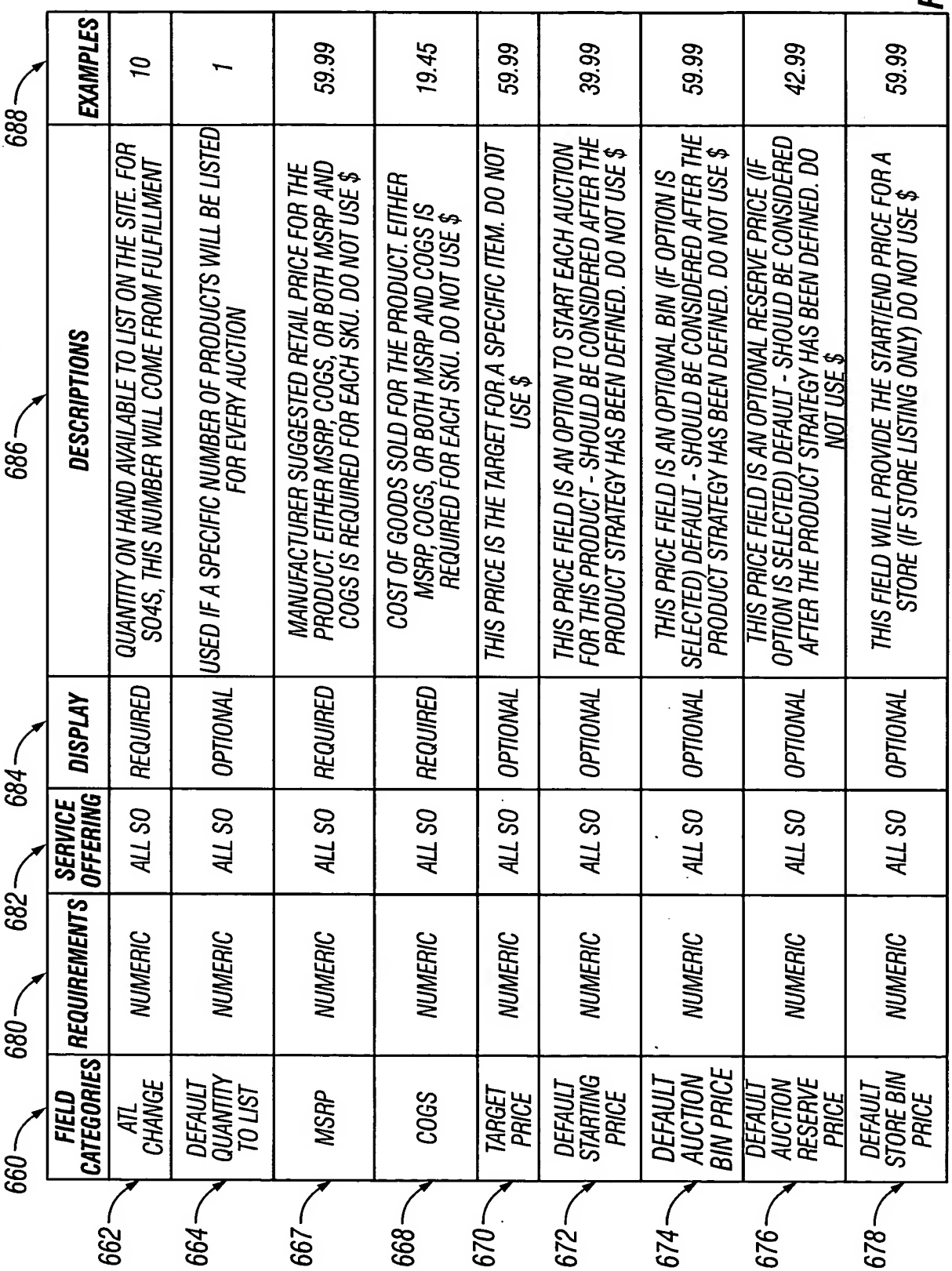

605
610
650
RESERVED
REQUIRED
MAIN DESCRIPTION
RESERVED ATTRIBUTE 600
RESERVED ATTRIBUTE 601
RESERVED
<P> SINGLE-BUTTON FRONT, NOTCHED COLLAR, BUTTON TRIM ON SLEEVES. PRINCESS SEAMS FOR FLATTERING SHAPE AND ON-SEAM POCKETS. 100% LINEN. DRY CLEAN. IMPORTED.</P>
SOLD IN POPPY. PLEASE CHECK LISTINGS FOR ADDITIONAL COLORS.
SINGLE-BUTTON FRONT, NOTCHED COLLAR, BUTTON TRIM ON SLEEVES. PRINCESS SEAMS FOR FLATTERING SHAPE AND ON-SEAM POCKETS. 100% LINEN. DRY CLEAN. IMPORTED.</P>
SOLD IN POPPY. PLEASE CHECK LISTINGS FOR ADDITIONAL COLORS.
BRAND: CHADWICK'S
TYPE: LINEN JACKET
SIZE: 10P
STYLE CAREER
COLOR: POPPY
ACTUAL COLOR:
FABRIC: LINEN
CONDITION: NEW
INVENTORY NUMBER: 2121344451OP4530
FUCHSIA
NATURAL
YELLOW
POPPY
TEAL

FIG. 6A

13/14



660 FIELD CATEGORIES	680 REQUIREMENTS	682 SERVICE OFFERING	684 DISPLAY	686 DESCRIPTIONS	688 EXAMPLES
662 ATL CHANGE	NUMERIC	ALL SO	REQUIRED	QUANTITY ON HAND AVAILABLE TO LIST ON THE SITE. FOR SO4S, THIS NUMBER WILL COME FROM FULFILLMENT	10
664 DEFAULT QUANTITY TO LIST	NUMERIC	ALL SO	OPTIONAL	USED IF A SPECIFIC NUMBER OF PRODUCTS WILL BE LISTED FOR EVERY AUCTION	1
667 MSRP	NUMERIC	ALL SO	REQUIRED	MANUFACTURER SUGGESTED RETAIL PRICE FOR THE PRODUCT. EITHER MSRP, COGS, OR BOTH MSRP AND COGS IS REQUIRED FOR EACH SKU. DO NOT USE $	59.99
668 COGS	NUMERIC	ALL SO	REQUIRED	COST OF GOODS SOLD FOR THE PRODUCT. EITHER MSRP, COGS, OR BOTH MSRP AND COGS IS REQUIRED FOR EACH SKU. DO NOT USE $	19.45
670 TARGET PRICE	NUMERIC	ALL SO	OPTIONAL	THIS PRICE IS THE TARGET FOR A SPECIFIC ITEM. DO NOT USE $	59.99
672 DEFAULT STARTING PRICE	NUMERIC	ALL SO	OPTIONAL	THIS PRICE FIELD IS AN OPTION TO START EACH AUCTION FOR THIS PRODUCT - SHOULD BE CONSIDERED AFTER THE PRODUCT STRATEGY HAS BEEN DEFINED. DO NOT USE $	39.99
674 DEFAULT AUCTION BIN PRICE	NUMERIC	ALL SO	OPTIONAL	THIS PRICE FIELD IS AN OPTIONAL BIN (IF OPTION IS SELECTED) DEFAULT - SHOULD BE CONSIDERED AFTER THE PRODUCT STRATEGY HAS BEEN DEFINED. DO NOT USE $	59.99
676 DEFAULT AUCTION RESERVE PRICE	NUMERIC	ALL SO	OPTIONAL	THIS PRICE FIELD IS AN OPTIONAL RESERVE PRICE (IF OPTION IS SELECTED) DEFAULT - SHOULD BE CONSIDERED AFTER THE PRODUCT STRATEGY HAS BEEN DEFINED. DO NOT USE $	42.99
678 DEFAULT STORE BIN PRICE	NUMERIC	ALL SO	OPTIONAL	THIS FIELD WILL PROVIDE THE START/END PRICE FOR A STORE (IF STORE LISTING ONLY) DO NOT USE $	59.99

FIG. 6B

14/14

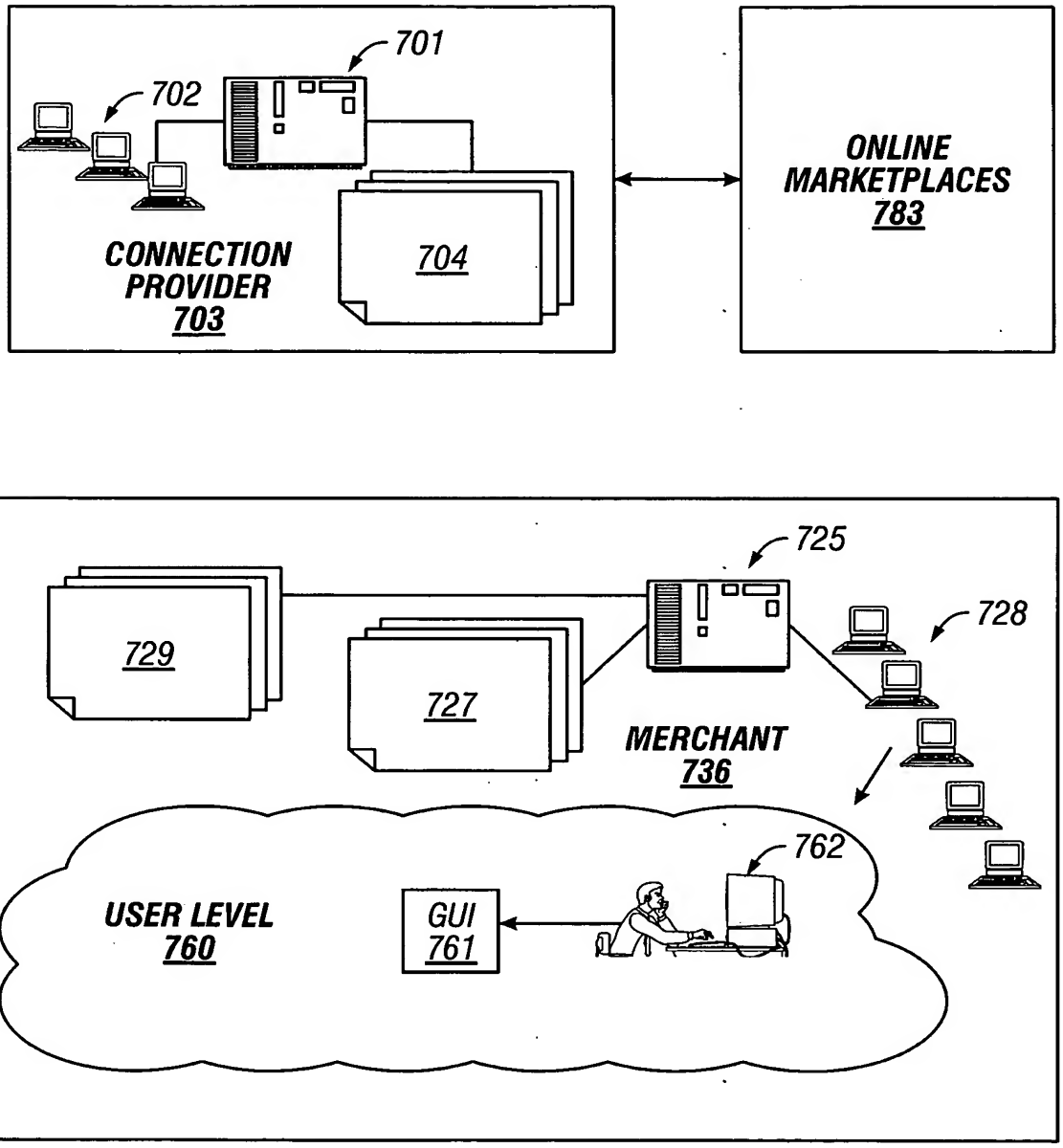

701
702
CONNECTION PROVIDER 703
704
ONLINE MARKETPLACES 783
725
728
729
727
MERCHANT 736
762
USER LEVEL 760
GUI 761

FIG. 7